

# **Media and Information Literacy**

## **Quarter 1 – Module 2: The Evolution of Traditional to New Media**

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at [action@deped.gov.ph](mailto:action@deped.gov.ph).

**We value your feedback and recommendations.**

**Lesson  
1****The Evolution of  
Traditional to New Media**

Media have evolved throughout time – from pre-industrial age to information age. The evolution of traditional to new media depicts the records of the past on the progress of media technology which helps people communicate and disseminate information in the fastest and efficient ways. Furthermore, media also shaped the values and norms of people and society.



## What is It

### The Evolution of Traditional to New Media

The term “media” is described as means of communication for people which includes newspapers, radio, televisions, and the internet. In the advent of the “new normal”, the role of media has been highlighted more than ever. The society relies heavily on media and information technology, not only for communication, but also for information dissemination, distance learning, work at home, etc. With the attainment of technological advancement, people wondered how media changes throughout time and what forms of media exist in different ages. To answer these queries, let us now discover how media have evolved from pre-industrial age to information age.

#### Pre-Industrial Age (Before 1700s)

During pre-industrial age, about 4.5 million years ago, the early *hominids* discovered fire, developed paper from plants, and built weapons (*Teaching Guide for Senior High School Media and Information Literacy*, p. 20). The prehistoric inhabitants used stone tools and metals as part of their daily activities like hunting and gathering. They also used crude stone tools to create things considered rock art. These prehistoric arts such as *petroglyphs* and *pictographs* were considered the earliest forms of traditional media (*Magpile*, 2016, p 17-18).



Figure 2: Cave Paintings in 13,000 B.C.  
Image courtesy to: [https://commons.wikimedia.org/wiki/File:San\\_cave\\_painting\\_Phoenician\\_ship.jpg](https://commons.wikimedia.org/wiki/File:San_cave_painting_Phoenician_ship.jpg)

#### Industrial Age (1700s - 1930s)

The industrial age occurs during the industrial revolution in Great Britain. This period brought in economic and societal changes, such as the substitution of handy tools with machines like the power loom and the steam engine. The transformation of the manufacturing industry, and commercial enterprise for mass production of various products occurred. Also, long-distance communication became possible via telegraph, a system used for transmitting messages. (*Magpile*, 2016, p. 19-20)



Figure 3: Printing Trades (1916)  
Image courtesy to: [https://commons.wikimedia.org/wiki/File:The\\_printing\\_trades\\_\(1916\)\\_14765737815.jpg](https://commons.wikimedia.org/wiki/File:The_printing_trades_(1916)_14765737815.jpg)

### Electronic Age (1930s - 1980s)

The electronic age started when people utilized the power of electricity that made electronic devices like transistor radio and television work. The creation of the transistor piloted the rise of the electronic age. The power of transistors was used in radio, electronic circuits, and early computers. In this period, people made use of air access to communication. (*Teaching Guide for Senior High School Media and Information Literacy*, p. 21)



Figure 4: Desktop Personal Computer  
Image courtesy to: [https://commons.wikimedia.org/wiki/File:Desktop\\_personal\\_computer.jpg](https://commons.wikimedia.org/wiki/File:Desktop_personal_computer.jpg)

### Information Age (1900s - 2000s)

The information age is a period also known as the *digital age*. This period signified the use of the worldwide web through an internet connection. Communication became faster and easier with the use of social networks or social media platforms such as Facebook, Messenger, Instagram, Twitter, among others. The rapid technological advancement and innovation with the use of microelectronics lead to the development of laptops, netbooks mobile phones, and wearable technology. (*Teaching Guide for Senior High School Media and Information Literacy*, p. 21)

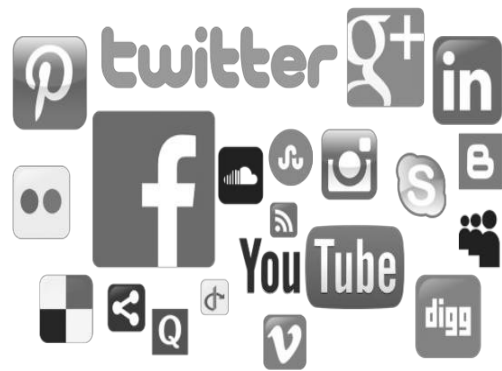


Figure 5: Social Media Apps  
Image courtesy to: <https://commons.wikimedia.org/wiki/File:Socialmedia-pm.png>

Here are the lists of media that have evolved throughout the four ages in history.

Pre-Industrial Age (Before 1700s)
<ul style="list-style-type: none"><li>• Cave paintings (35,000 BC)</li><li>• Clay tablets in Mesopotamia (2400 BC)</li><li>• Papyrus in Egypt (2500 BC)</li><li>• Acta Diurna in Rome (130 BC)</li><li>• Dibao in China (2nd Century)</li><li>• Codex in the Mayan region (5th Century)</li><li>• Printing press using wood blocks (220 AD)</li></ul>
Industrial Age (1700s-1930s)
<ul style="list-style-type: none"><li>• Printing press for mass production (19<sup>th</sup> century)</li><li>• Newspaper- The London Gazette (1640)</li><li>• Typewriter (1800) Telephone (1876)</li><li>• Motion picture photography/projection (1890)</li><li>• Commercial motion pictures (1913)</li><li>• Motion picture with sound (1926)</li><li>• Telegraph</li></ul>

- Punch cards

### **Electronic Age (1930s-1980s)**

- Transistor Radio
- Television (1941)
- Large electronic computers- i.e. EDSAC (1949) and UNIVAC 1 (1951)
- Mainframe computers - i.e. IBM 704(1960)
- Personal computers - i.e. HewlettPackard 9100A (1968), Apple 1 (1976)
- OHP, LCD projectors

### **Information Age (1900-2000s)**

- Web browsers: Mosaic (1993), Internet Explorer (1995)
- Blogs: Blogspot (1999), LiveJournal (1999), Wordpress (2003)
- Social media: Friendster (2002), Multiply (2003), Facebook (2004)
- Microblogs: Twitter (2006), Tumblr (2007)
- Video: YouTube (2005)
- Augmented Reality / Virtual Reality
- Video chat: Skype (2003), Google Hangouts (2013)
- Search Engines: Google (1996), Yahoo (1995)
- Portable computers- laptops (1980), tablets (1993) netbooks (2008),
- Smartphones
- Wearable technology
- Cloud and Big Data

Source: Teaching Guide for Senior High School Media and Information Literacy. Commission on Higher Education in collaboration with Philippine Normal University. K to 12 Transition Program, p. 20-21.

## **The influence of media on the values and norms of people**

Norms are standards of behavior that are expected in a society based on their customary laws or conduct. These norms entail conformist behavior following social standards like respect for elders, obtaining education, getting married, and gender roles. The set of norms begins at home and continues to develop as we expand ourselves to the social world. With the use of social media, people are no longer limited to his/her social group and become more readily connected to global society with diverse values and norms.

With the advent of the information age, media become more influential in different aspects of people's lives. Media provide access to ideas that are restricted in the past. Due to people's capability to relate, deliberate, and communicate freely online, the conventional ideas are challenged. For example, there are different women's rights organizations that share worldwide awareness of woman equality in our society through online platforms. Similarly, the LGBTQ plus movement advocates gender equality and acceptance in society. This results in the development of new social norms to conform to in search for equal opportunity and tolerance.

According to Arias (2016), the influence of media may have(1) individual or direct effect, and (2) social or indirect effect. He argued that the process of information dissemination has significance to the beliefs of a person and subsequently to their behavior. The widely spread of information helps the creation

of shared knowledge, hence expanding its impact on the norms and values of the people in the society. This is in line with Bandura's (1986) Social Learning Theory, wherein media operates by means of educational models. These educational models perform vital functions by transmitting information, values, and behaviors, among others. Information that is recognized to be publicly accessible improves the understanding of shared beliefs (Mutz, 1998).